

New Ulm Area Chamber of Commerce  
**Convention and Visitors Bureau Minutes**  
Wednesday, December 19 - 1:30 p.m. - Chamber Board Room

- I. Call to Order and Introductions: Chair Tom Furth called the meeting to order at 1:31.
- II. Approval of Agenda - MSP to approve
- III. Approval of Minutes from November – MSP to approve
- IV. Approval of Financials, Lodging Tax & Check Register for November - MSP to approve.
- V. Sub-committee Reports
  - A. Marketing – finalized the budget for 2019; will do a Facebook contest in February, looking at billboards
  - B. Infrastructure – no report.
  - C. Financial – budget was approved last night by City Council
  - D. Banner Committee (Tom, Erin) – 20 attractions selected, looking at # of brackets needed then will get a cost, next meeting on January 10
  - E. 2020 Baseball Tournament Committee – Tom -- went to 1 meeting, saw an artist rendition Johnson Park redo
- VI. Old Business
  - A. Social Media / Marketing update – reports were emailed; MN Monthly ad – will partner with NUBRA; Ad Taxi digital ads report thru November shared; will do new ones in 2019, updating spring and summer events for Explore MN; EMT conference on February 4-6; have the first 40 pages of the Community Guide to proof; ordering 10,000 city maps; putting banners on another semi
  - B. Bus tour conversation – BCHS is not interested; committee will meet again to discuss options
- VII. New Business
  - A. Float storage and usage – rent is \$60/month, parade fees – NUBAR of CVB based on location
- VIII. Representative and Liaison Reports
  - A. Chamber Board Report – Erin – meet tomorrow; reviewing mission and vision statements, Annual meeting January 24, Hot Topics Breakfast on January 4; Women’s Networking Events February 21 & 22
  - B. Retail Services Specialist - Cara Knauf (included in packet), Oktoberfest survey also included and reviewed; Small Business Saturday was November 24; Shop New Ulm at Night was December 13
  - C. NUBRA Update – Ruth Wellmann – have 3 openings on the committee
  - D.
- IX. Information and Proposals
  - A. From the Chair – encouraged committee members be accessible to members; letter written to Chamber chair with answers to lodging questions
  - B. From the Committee – new city rep needed to replace Bob, will be Dave Christian – MSP to approve. Vicki announced that Deutsche Strasse will be closing. Also – banners are awesome, but don’t bring ppl in. Marketing should bring heads on beds. City should limit number of Air BnBs, VRBO sites. Ask Ash at Colonial to be on the committee to replace Vicki.
  - C. From the Staff – annual meeting on January 24. Tom or Erin will speak on 2018 CVB highlights
- X. Adjournment MSP at 2:14 PM Next meeting is January 16, 1:30 pm, Chamber Board Room.

Submitted by Jenny Eckstein

New Ulm Area Chamber of Commerce  
Convention and Visitors Bureau  
AGENDA

Wednesday, January 16 - 1:30 p.m. - Chamber Board Room  
Please contact us if you are unable to attend the meeting

Mission Statement

The mission of the New Ulm Convention and Visitors Bureau is to maximize travel and tourism into and throughout New Ulm, with an emphasis on overnight stays.

Role of the Board

An administrative board, cooperating with individuals and groups, to develop and implement our Mission Statement.

- I. Call to Order and Introductions
- II. Approval of Agenda
- III. Approval of Minutes from December (Year End)
- IV. Approval of Financials, Lodging Tax & Check Register for December
- V. Sub-committee Reports
  - A. Marketing –
  - B. Infrastructure – no report
  - C. Financial – (Should meet in the next month if possible)
  - D. Banner Committee – Tom, Erin
  - E. 2020 Baseball Tournament Committee – Tom
- VI. Old Business
  - A. Social Media / Marketing update
  - B. Bus Tours Update
- VII. New Business
  - Communication of CVB activity / Webpage
- VIII. Representative and Liaison Reports
  - A. Chamber Board Report – Erin (Annual Meeting)
  - B. Retail Services Specialist Report - attached
  - C. NUBRA Update – Ruth
- IX. Information and Proposals
  - i. From the Chair –
  - ii. From the Board –
  - iii. From the Staff -
- X. Adjournment

2019 Meeting Schedule:

January 16	February 20	March 20
April 17	May 15	June 19

Meetings are at 1:30 p.m. in the Chamber Board Room.

Financial – Erin, Tom, Chad  
Marketing – Michelle, Ruth, Erin,  
Infrastructure – Polly, Bob